



argus C-4 \$84⁵⁰

Flash \$7.50 Case \$7.50

For those who want the ultimate in fine American 35mm. cameras, here is a masterpiece of precision. A super-fast f:2.8 Cinar lens gives sharp detail, even in dim light. A lens-coupled rangefinder-viewfinder lets you focus and compose simultaneously. Super-accurate shutter (speeds up to 1/300 second) is the perfect complement to the critically sharp lens. Film wind is coupled to the shutter to prevent double exposures. Color-matic settings, built-in flash.

argus makes wonderful pictures wonderfully easy to take !

If you believe, as we do, that 35mm. photography should be all fun and no fussing, then an Argus Camera is made for you! Getting exceptional pictures in color or black-and-white just couldn't be easier. Every working part of an Argus 35mm. Camera is expressly designed to make your picture-taking fun a breeze. (Color-matic settings, for example.) Why not let your Argus dealer put one of these fine cameras into your hands for a demonstration. Then prove to yourself that wonderful pictures are wonderfully easy to take—with an Argus!



argus C-3 Camera, case and flash...only \$66⁵⁰

The world's most popular 35mm camera. Offers all these luxury features: a color-corrected f:3.5 Cinar lens; a gear controlled shutter with speeds up to 1/300 second; a lens-coupled rangefinder; Color-matic settings; plug-in flash. Wide angle and telephoto lenses shown — \$49.50 each.



\$66⁵⁰

with carrying case and one magazine

argus automatic projector

This new 300-watt projector shows, changes, stores your slides automatically! Self-storing magazines hold 36 color slides; individual metal frames keep them sorted and indexed. Push-pull handle positions each slide for viewing. Slides are protected by blower cooling.